ABSTRACT OF THE DISCLOSURE

When transmitting an on-road location on a digital map, an information provider transmits, as on-road location information, string of coordinates information representing the road shape of a road section including the on-road location having a predetermined length, additional information including at least one information item chosen from a group of the attribute information on the road including the road location and detailed information on the nodes in the road section, and relative information indicating the on-road location in the road section. Receiving party receiving this on-road location information performs shape matching to identify the road section on a digital map and uses relative data to identify the on-road location in this road section. The receiving party can identify the road shape with high accuracy even when only a small amount of string of coordinates data is available. This makes it possible to reduce the data transmission amount and identify an on-load location with high accuracy.